



Miner Illustrated is the only publication dedicated to bringing news and information about UTEP athletics to it's readers year round. The website and magazine publications are dedicated to presenting the most complete and the most in-depth breakdown of every men's and women's team on campus alongside special interest stories you won't find anywhere else.

With over 300 visitors to the site each day (approximately 9000 visitors a month), MinerIllustrated.com has become the premiere site for UTEP athletics information with breaking news about recruits, opinion and editorials and news about UTEP athletics.

Averaging over 2,000 unique readers per issue, the magazine is published weekly from September through March and biweekly from April through August. Over 50% of our readers are in the city of El Paso and 75% of our readership is in the state of Texas.

Citywide, the primary readers are from the 79912, 79932, and 79936 zip codes. The magazine has a wide demographic of users from season ticket holders, UTEP alumni, hardcore Miner fans and recruits from El Paso, Houston, San Antonio, Austin and the Dallas/Ft. Worth areas.

## **2011-12 Publish Dates**

### **Online:**

Summer Schedule: Monday through Friday beginning June 1 until the beginning of football camps (approx. Aug 5).

There after, Sunday through Saturday during the UTEP athletics season.

### **Magazine:**

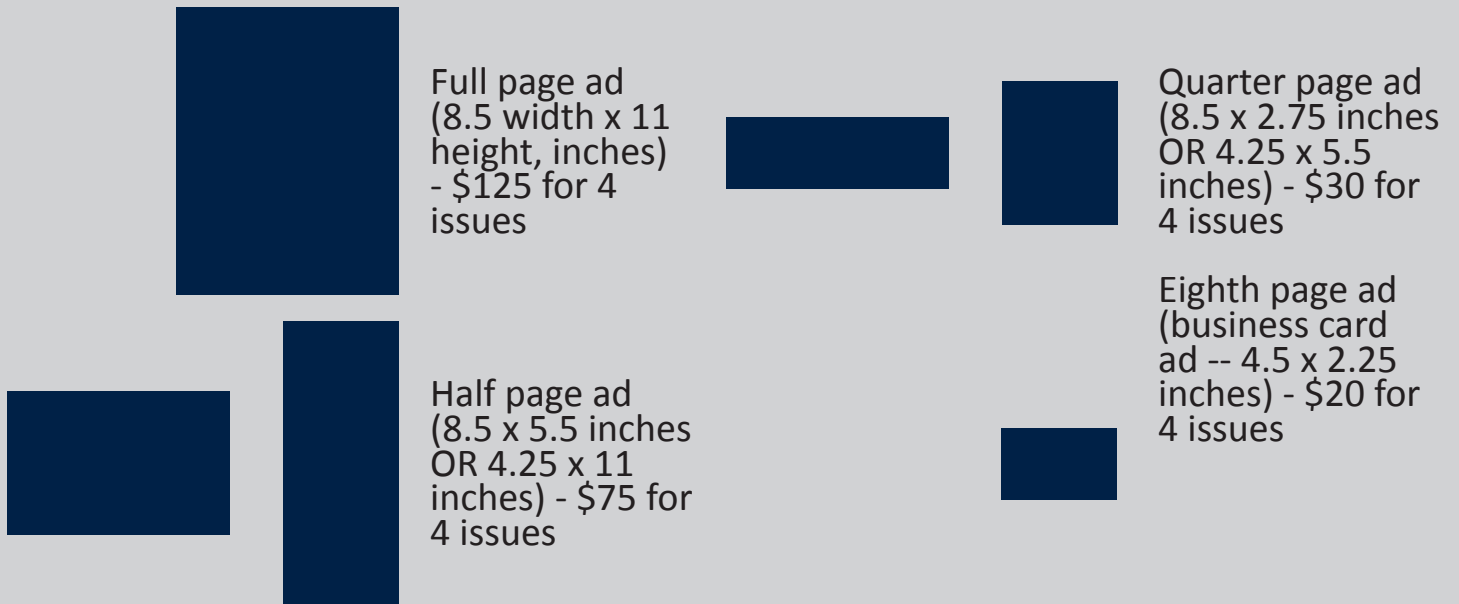
Summer Schedule: April 13, 27; May 11, 25; June 8, 22; July 6, 20; Aug. 3, 17 (2011)

In-season Schedule: Published every Wednesday beginning Aug. 31, 2011 until March 21, 2012.

Special Editions: Aug. 26 - Football Season Preview; Conference USA Basketball Tournament

For reduced rates on bundled advertising with other media from Miner Illustrated (audio, magazine, video and web), please contact Chris Avila at 915-329-8975 or via e-mail (show@minerillustrated.com) or Rebecca Frazier at 915-274-5255 or via email (rebeccafrazier42@gmail.com).

# Magazine Ad Rates



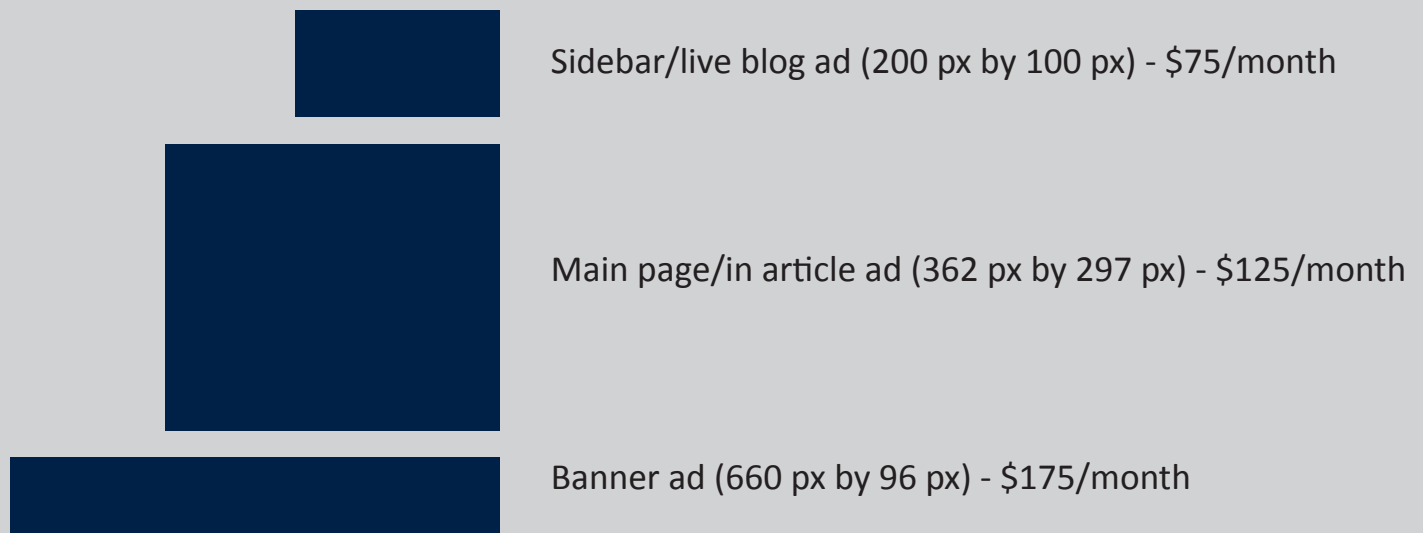
Full page ad (8.5 width x 11 height, inches) - \$125 for 4 issues

Half page ad (8.5 x 5.5 inches OR 4.25 x 11 inches) - \$75 for 4 issues

Quarter page ad (8.5 x 2.75 inches OR 4.25 x 5.5 inches) - \$30 for 4 issues

Eighth page ad (business card ad -- 4.5 x 2.25 inches) - \$20 for 4 issues

# Online Ad Rates



Sidebar/live blog ad (200 px by 100 px) - \$75/month

Main page/in article ad (362 px by 297 px) - \$125/month

Banner ad (660 px by 96 px) - \$175/month

# Combo Specials

*All combos are for one month of online advertising and four issues of the magazine. Other specials can be arranged depending on your advertising interests.*

Combo #1 -- Full page magazine ad & Main Page Online \$200.00 (\$50 value)

Combo #2 -- Half page magazine ad & Main Page Online \$175.00 (\$25 value)

Combo #3 -- Quarter page magazine ad & Sidebar Online \$90.00 (\$15 value)

Combo #4 -- Full page special edition magazine ad and 3 regular issues \$175 (\$50 value)

Combo #5 -- Half page special edition magazine ad and 3 regular issues \$125 (\$25 value)